

# Beauty Concept

VAPORWAVE

2018 SMCL

# MAKEUP



Our main goal is to have a dewy look, with a slight pop of colour. We do not want the makeup to out shine the clothing, we want it to complete the look. A pop of colour or detailing is important. Glossy lips and eyeshadow are the main focus, contouring and small details will complete the look. It is important that the models faces to remain more natural looking than full glam.

# HAIR



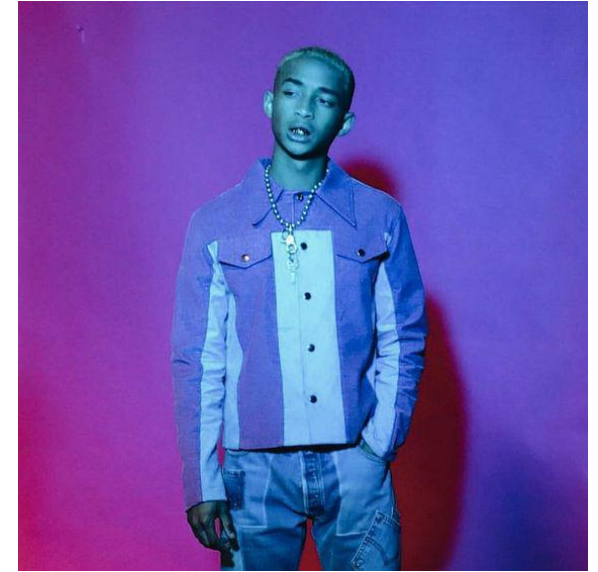
An eccentric clean updo would allow the models facial features to be accentuated while still drawing attention to the outfit. As well a minimalistic Bob with bangs or a very simple straight hair due would do the job, we want the hair to be simple.

# NAILS

Nails need to be nude, we do not want the nails long. Lighter pinks are acceptable but we do not want the nails to clash with the makeup or clothing.



# MEN



Male models need to be thinner, taller and chiseled. Preferable with longer hair, it would allow us to style it and unique looks.